

**APPLICATION FOR  
URBAN DESIGN COMMISSION  
REVIEW AND APPROVAL**

**AGENDA ITEM # \_\_\_\_\_**  
**Project # \_\_\_\_\_**

DATE SUBMITTED: May 28, 2008

UDC MEETING DATE: July 9, 2008

**Action Requested**

- Informational Presentation
- Initial Approval and/or Recommendation
- Final Approval and/or Recommendation

PROJECT ADDRESS: 2501 & 2601 West Beltline Highway

ALDERMANIC DISTRICT: 19

OWNER/DEVELOPER (Partners and/or Principals)

Arbor Gate Development Inc.  
Brad Hutter  
P.O. Box 8950, Madison, WI 53708

ARCHITECT/DESIGNER/OR AGENT:

Doug Hursh  
Conlynn Goetsch  
Potter Lawson Inc.

CONTACT PERSON: Conlynn Goetsch

Address: Potter Lawson Inc.  
15 Ellis Potter Ct. 53711

Phone: 274.2741

Fax: 274.3674

E-mail address: conlynn@potterlawson.com

**TYPE OF PROJECT:**

(See Section A for:)

- Planned Unit Development (PUD)
  - General Development Plan (GDP)
  - Specific Implementation Plan (SIP)
- Planned Community Development (PCD)
  - General Development Plan (GDP)
  - Specific Implementation Plan (SIP)
- Planned Residential Development (PRD)
- New Construction or Exterior Remodeling in an Urban Design District \* (A public hearing is required as well as a fee)
- School, Public Building or Space (Fee may be required)
- New Construction or Addition to or Remodeling of a Retail, Hotel or Motel Building Exceeding 40,000 Sq. Ft.
- Planned Commercial Site

(See Section B for:)

- New Construction or Exterior Remodeling in C4 District (Fee required)

(See Section C for:)

- R.P.S.M. Parking Variance (Fee required)

(See Section D for:)

- Comprehensive Design Review\* (Fee required) *(previously submitted)*
- Street Graphics Variance\* (Fee required)
- Other \_\_\_\_\_

\*Public Hearing Required (Submission Deadline 3 Weeks in Advance of Meeting Date)

Where fees are required (as noted above) they apply with the first submittal for either initial or final approval of a project.

July 1, 2008

Mr. Al Martin  
City of Madison Planning Department  
215 Martin Luther King Jr. Blvd.  
Madison, WI 53701

Re: Letter of Intent for UDC's Comprehensive Design Review of a Comprehensive Signage Plan at Arbor Gate  
Project No. 2004.06.10

Dear Mr. Martin:

The attached document package describes the proposed Comprehensive Signage Plan for the exterior building signage at Arbor Gate, located at 2501 and 2601 West Beltline Highway. We are seeking Urban Design Commission approval of the comprehensive exterior building signage package.

The objective of this Comprehensive Signage Plan is to describe the design and integration of the street graphics, retail tenant, and office tenant signage. Principal goals are to create identity for Arbor Gate and its tenants, support commercial activity, promote vitality, and establish wayfinding for tenants, customers, and visitors.

- To effectively display Arbor Gate's anchor office tenant signage, the pair of wing walls (one at the east end of the East Tower and its counterpart at the west end of the West Tower) perform their structural duties while also presenting an integral designated signable area for each tower.
- To present secondary office or retail tenant signage for viewing at the Beltline level, where customers will have visual line of site, the upper stone band of the curtain wall creates an unimpeded opportunity placement of major secondary tenant signage.
- To thoroughly integrate retail signage with the architecture, we've developed a structural signage band across the major façade of each tower. Retail tenant signage shall be mounted to this signage band as described further in the document. This signage band, while neither strictly awning nor canopy, creates a unified ground upon which an integrated family of retail signage options can figure.

The execution of the objective and goals, as they relate to the mixed-use relationship and size of the development has created opportunities to address scale-appropriate graphics to maximize legibility in each context in which the graphics are intended to be seen. This package illustrates the extent of scope of Arbor Gate exterior building signage and includes a summary of all such proposed signage. Included below is the intent of and commentary on each type of signage for the development. Refer to the document package for additional information on specific signage detail.

The purpose of the CDR is to determine whether unique, exceptional and innovative use of materials, design, color, lighting and other design elements resulting in visual harmony created between signs and buildings and building site are sufficient to warrant special allowances in signable area beyond the restrictions contained in the Ordinance.

The following is a listing of sign types located on the site plan and building elevations.

Sign Type 1                      Ground Sign: This gateway signage type provides Arbor Gate branding and development-wide street identity. This signage type incorporates the Arbor Gate branding graphic. Size and location as depicted in the document.

Mr. Al Martin

July 1, 2008

**Page 2 of 2**

- Sign Type 2                      Ground Sign: This main entry signage type provides Arbor Gate branding and feature tenant street identity. This signage type incorporates the Arbor Gate branding graphic. Sizes and locations as depicted in the document.
- Sign Type 3                      Parking Directional Sign: This signage type provides internal site pedestrian or vehicular wayfinding to the locations of parking options on site: the parking structure, surface parking and office visitor parking. Sizes and locations are as depicted in the document.
- Sign Type 4                      Onsite Building Directory Sign: This internal site signage type provides tenant and visitor wayfinding at the central plaza. Size and locations are as depicted in the document.
- Sign Type 5                      Building Address ID Sign: This signage type identifies each tower's street address outside of common lobby areas. Sizes and locations are as depicted in the document.
- Sign Type 6                      Anchor Tenant Sign: This wing wall signage type identifies each tower's anchor tenant. Sizes and locations are as depicted in the document.
- Sign Type 7                      Secondary Tenant Sign: This signage type identifies each tower's secondary, yet major, office or retail tenants. Sizes and locations are as depicted in the document.

The document depicting sign types 8<sup>-1</sup> - 8<sup>-5</sup> reflect the location and size of retail tenant signage assumed for the major façade.

Sign Types 8<sup>-1</sup> - 8<sup>-3</sup>                      Retail Tenant Identification: This signage type provides signage band-mounted identity for 1<sup>st</sup> floor retail tenants. Sizes and locations are as depicted in the document.

Sign Type 8<sup>-4</sup>                      Retail Tenant Identification: This projecting perpendicular signage type provides wall-mounted street access identity for corner retail tenants. Size and location as depicted in the document.

See the attached document from Ryan Signs that compares the proposed signage to the existing signage ordinance. Following is a comparison of the Sign Code allowance with the proposed Comprehensive Signage Design Plan.

Thank you for your consideration in this matter.

Sincerely,



Douglas Hursh, AIA, LEED AP  
Director of Design

Enclosures                      Application for Comprehensive Design Review  
Arbor Gate Comprehensive Signage Design Plan

# Ryan Signs, Inc.

3007 Perry Street  
 Madison, WI 53713  
 608-271-7979 Phone  
 608-271-7853 Fax  
 mbgrowneyselene@ryansigns.net

June 30, 2008

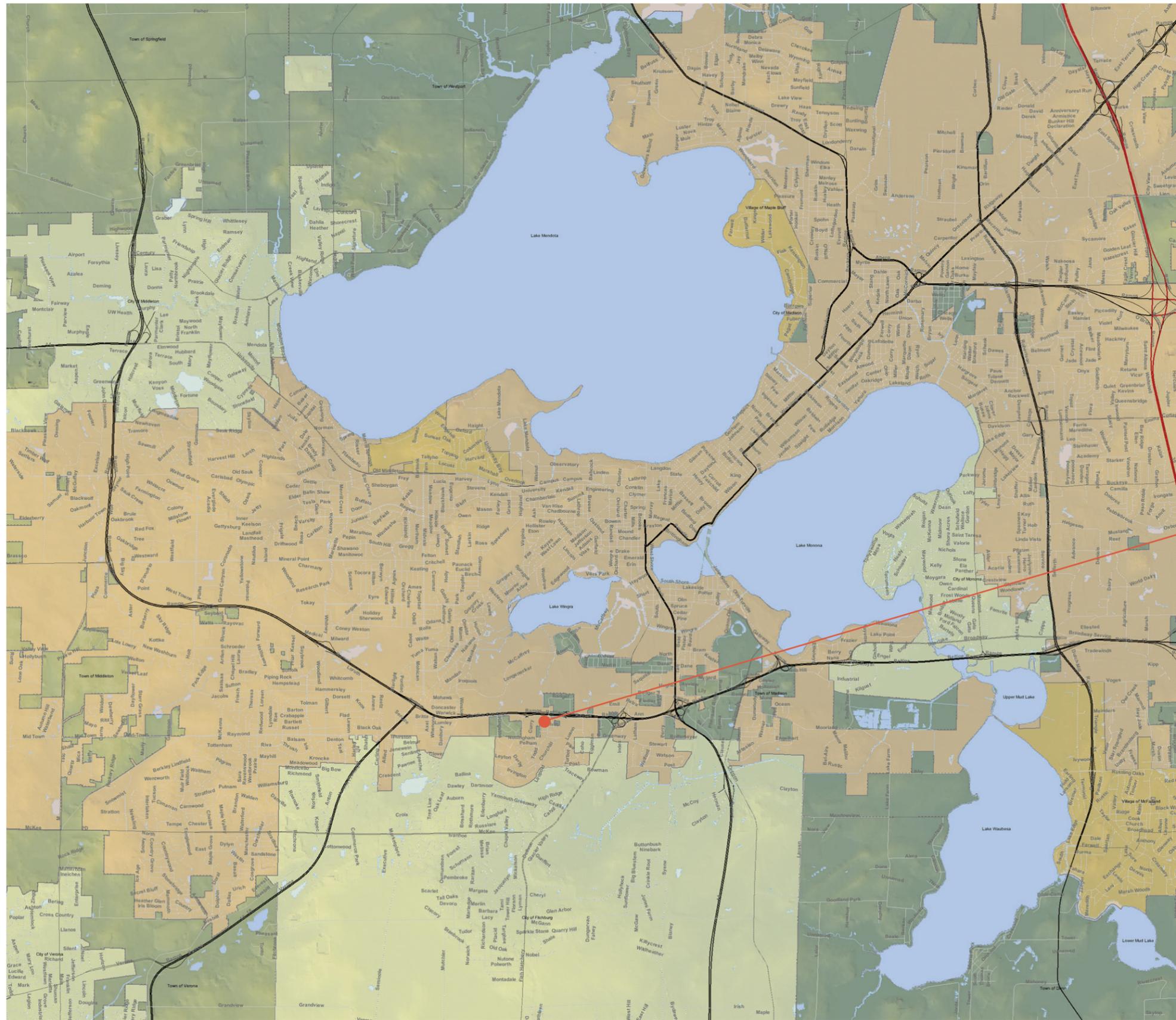
## POTTER LAWSON ARCHITECTS ARBOR GATE DEVELOPMENT PROPOSED SIGNAGE COMPARATIVE TO ORDINANCE ALLOWANCES

The following spreadsheet details the proposed project signage as compared to what is provided for in the current City of Madison Street Graphics Ordinance standards.

SIGN TYPE	PROPOSED	CURRENT ORDINANCE STANDARDS
<b>GROUND GRAPHIC</b>		Based on W. Beltline Hwy. traffic: 6 lanes of traffic in excess of 45 mph
#1 (one sign) #2 (two signs)	5'-0" x 20'-0" = 99.75 square feet 5'-0" high 6'-0" x 3'-6" each = <u>42.00</u> square feet 8'-0" high 141.75 square feet	Allowed: Maximum 2 signs Maximum 144 square feet Maximum 22' high
<b>PARKING LOT DIRECTIONAL</b>		Allowed: Maximum 2/street frontage Maximum 3 square feet Maximum 10' high
#3 (three signs)	2'-0" x 1'-6" each = 3.00 square feet per sign	
<b>MULTI-PURPOSE ON-SITE DIRECTORY</b>		<b>No provision in the current Ordinance for this type of sign</b>
#4 (two signs)	5'-0" x 2'-6" each = 12.50 square feet per sign	
<b>BUILDING ID SIGN (ADDRESS)</b>		Allowed: Exempt from permitting as required by the Fire Department and US Postal Service
#5 (one sign per building)	5" dimensional numerals listing address	
<b>ANCHOR TENANT SIGNAGE</b>		Allowed: Large Building (exceeding 125' in width): If the tenant is located above the first floor, the graphics cannot extend above the 3 <sup>rd</sup> story window sill.
#6 (one sign per building)	8'-0" x 33'-0" per tenant 40% of area free of architectural detail Signs to be located on the 7 <sup>th</sup> floor of each building	
<b>SECONDARY TENANT SIGNAGE</b>		Allowed: A graphic on a large building, subordinate in area to the principal graphic, located elsewhere than the primary signable area, listing other businesses...in the building...
#7 (up to four per building)	Up to 50% of the area and the height of the Anchor Tenant Signage per accessory sign	

SIGN TYPE	PROPOSED	CURRENT ORDINANCE STANDARDS
<b>RETAIL TENANTS</b>  #8 Wall Signs (one per tenant)	Up to 40% of the signable area of the tenant façade, or two square feet of graphics for each lineal foot of building frontage, but not to exceed 100% of the signable area.	Allowed: Up to 40% of the signable area of the tenant façade, or two square feet of graphics for each lineal foot of building frontage, but not to exceed 100% of the signable area.
<b>RETAIL TENANTS</b>  #8 Projecting Signs (one per building)	16'-0" x 3'-0" = 48 square feet, with no projection into a public ROW.	Allowed: Maximum of 32 square feet One per street frontage  Projecting graphics must clear the sidewalk by at least 8'-0" and may project no more than 15" into any public ROW. If the building consists of two or more stories, projecting graphics for places of entertainment and places of assembly, seating 200+ persons, may extend to the juncture of the roof of the building wall or the top any parapet...
<b>"RETAIL PARKING ONLY" SIGNS</b>  #9 (as needed)	12" x 9" = .75 square feet	Allowed: Exempt





Arbor Gate



Looking east along frontage road



Looking south at the central drive



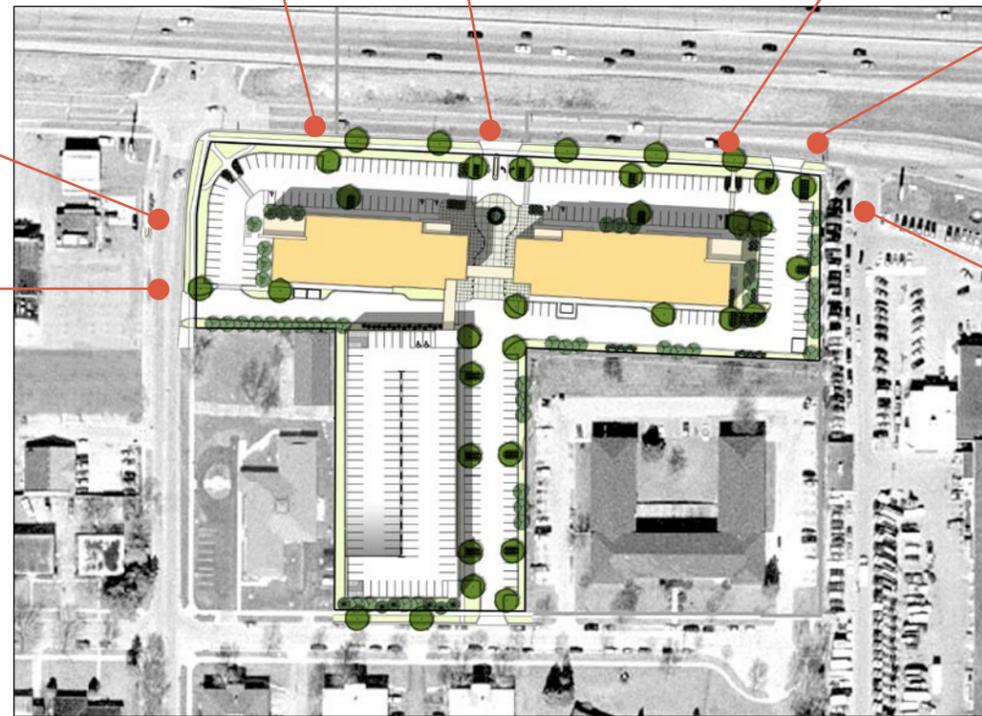
Looking west along the frontage road



Bird's eye view toward the east



Looking west at the frontage road

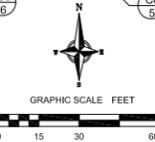
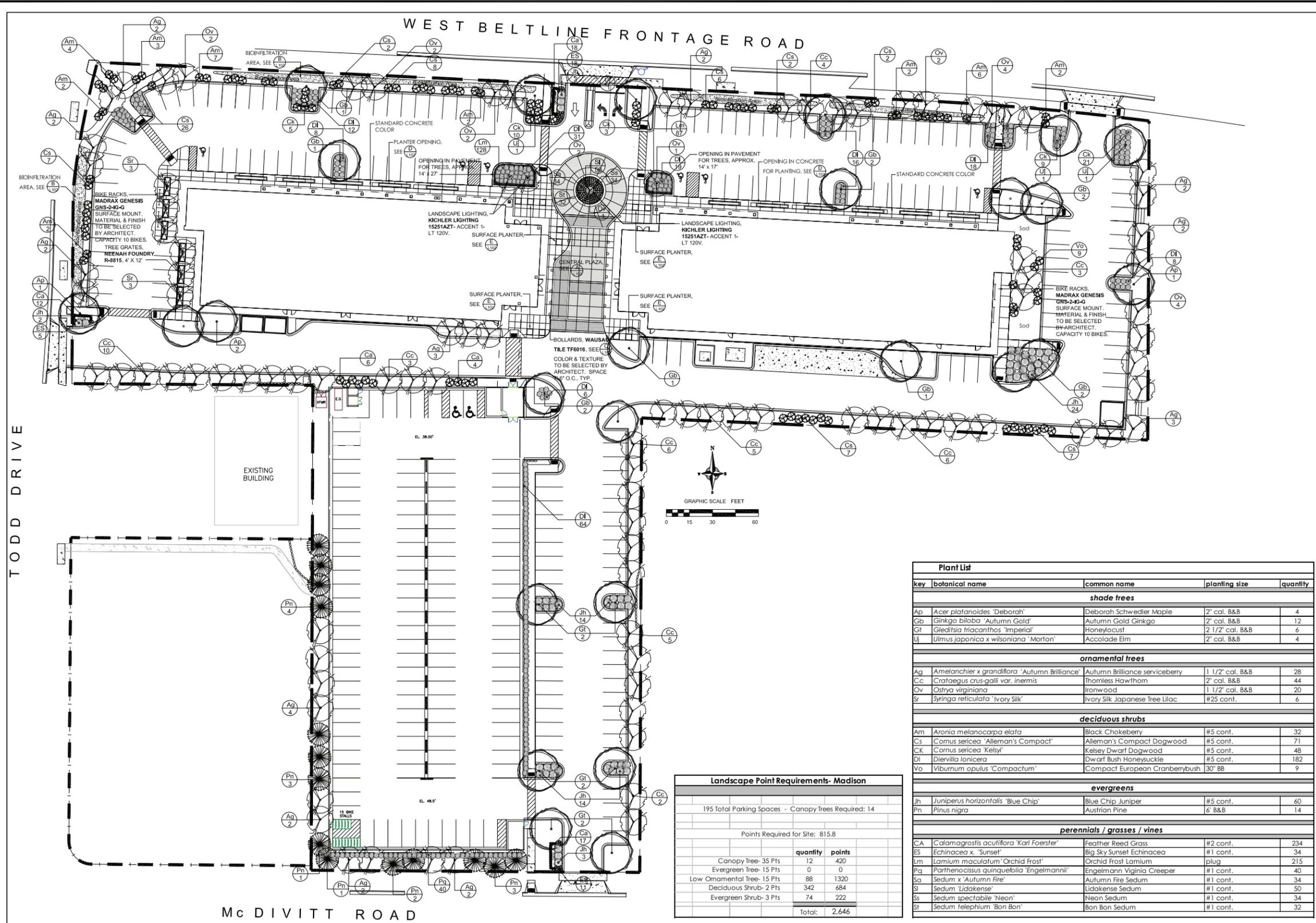


Southwest corner at wing wall



Looking west along the Beltline





Landscape Point Requirements- Madison		
195 Total Parking Spaces - Canopy Trees Required: 14		
Points Required for Site: 815.8		
	quantity	points
Canopy tree- 35 Pts	12	420
Evergreen tree- 15 Pts	0	0
Low Ornamental Tree- 15 Pts	88	1320
Deciduous Shrub- 2 Pts	342	684
Evergreen Shrub- 3 Pts	74	222
<b>Total:</b>		<b>2,646</b>

Plant List			
key	botanical name	common name	quantity
<b>shade trees</b>			
Ap	<i>Acer platanoides</i> 'Deborah'	Deborah Schwedler Maple	2' cal. B&B 4
Gb	<i>Ginkgo biloba</i> 'Autumn Gold'	Autumn Gold Ginkgo	2' cal. B&B 12
Gl	<i>Gleditsia triacanthos</i> 'Imperial'	Honeylocust	2 1/2' cal. B&B 6
Uj	<i>Ulmus japonica x wilsoniana</i> 'Morton'	Accolade Elm	2' cal. B&B 4
<b>ornamental trees</b>			
Ag	<i>Amelanchier x grandiflora</i> 'Autumn Brilliance'	Autumn Brilliance serviceberry	1 1/2' cal. B&B 28
Cc	<i>Crataegus crus-galli</i> var. <i>inermis</i>	Thornless Hawthorn	2' cal. B&B 44
Ov	<i>Ostrya virginiana</i>	Ironwood	1 1/2' cal. B&B 20
Sr	<i>Syringa reticulata</i> 'Ivory Silk'	Ivory Silk Japanese Tree Lilac	#25 cont. 6
<b>deciduous shrubs</b>			
Am	<i>Aronia melanocarpa elata</i>	Black Chokeberry	#5 cont. 32
Cs	<i>Cornus sericea</i> 'Alleman's Compact'	Alleman's Compact Dogwood	#5 cont. 71
CK	<i>Cornus sericea</i> 'Kelsey'	Kelsey Dwarf Dogwood	#5 cont. 48
DI	<i>Dierilla lonicera</i>	Dwarf Bush Honeysuckle	#5 cont. 182
Vo	<i>Viburnum opulus</i> 'Compactum'	Compact European Cranberrybush	30" BB 9
<b>evergreens</b>			
Jh	<i>Juniperus horizontalis</i> 'Blue Chip'	Blue Chip Juniper	#5 cont. 60
Pn	<i>Pinus nigra</i>	Austrian Pine	6' B&B 14
<b>perennials / grasses / vines</b>			
CA	<i>Calamagrostis acutiflora</i> 'Karl Foerster'	Feather Reed Grass	#2 cont. 234
ES	<i>Echinacea</i> x. 'Sunset'	Big Sky Sunset Echinacea	#1 cont. 34
Lm	<i>Lamium maculatum</i> 'Orchid Frost'	Orchid Frost Lamium	plug 215
Pq	<i>Parthenocissus quinquefolia</i> 'Engelmannii'	Engelmann Virginia Creeper	#1 cont. 40
Sa	<i>Sedum</i> x 'Autumn Fire'	Autumn Fire Sedum	#1 cont. 34
Sl	<i>Sedum</i> 'Lidakense'	Lidakense Sedum	#1 cont. 50
Ss	<i>Sedum spectabile</i> 'Neon'	Neon Sedum	#1 cont. 34
St	<i>Sedum telephium</i> 'Bon Bon'	Bon Bon Sedum	#1 cont. 32

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 999 Prairie Du Chien Rd. Reedburg, WI 53151

Planting Plan & Plant Schedule  
 Construction Documents  
 Arbor Gate  
 2501 & 2601 West Beltline Highway Madison, Wisconsin

REVISIONS	NO.	DATE	REMARKS
1	11/08/07		FIELD DIRECTIVE #

SCALE: 1" = 30'

DATE: 10-17-07

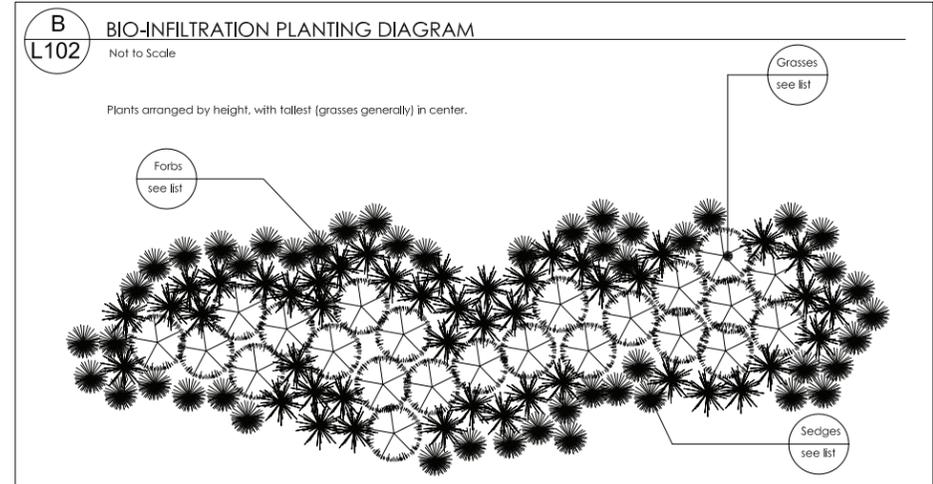
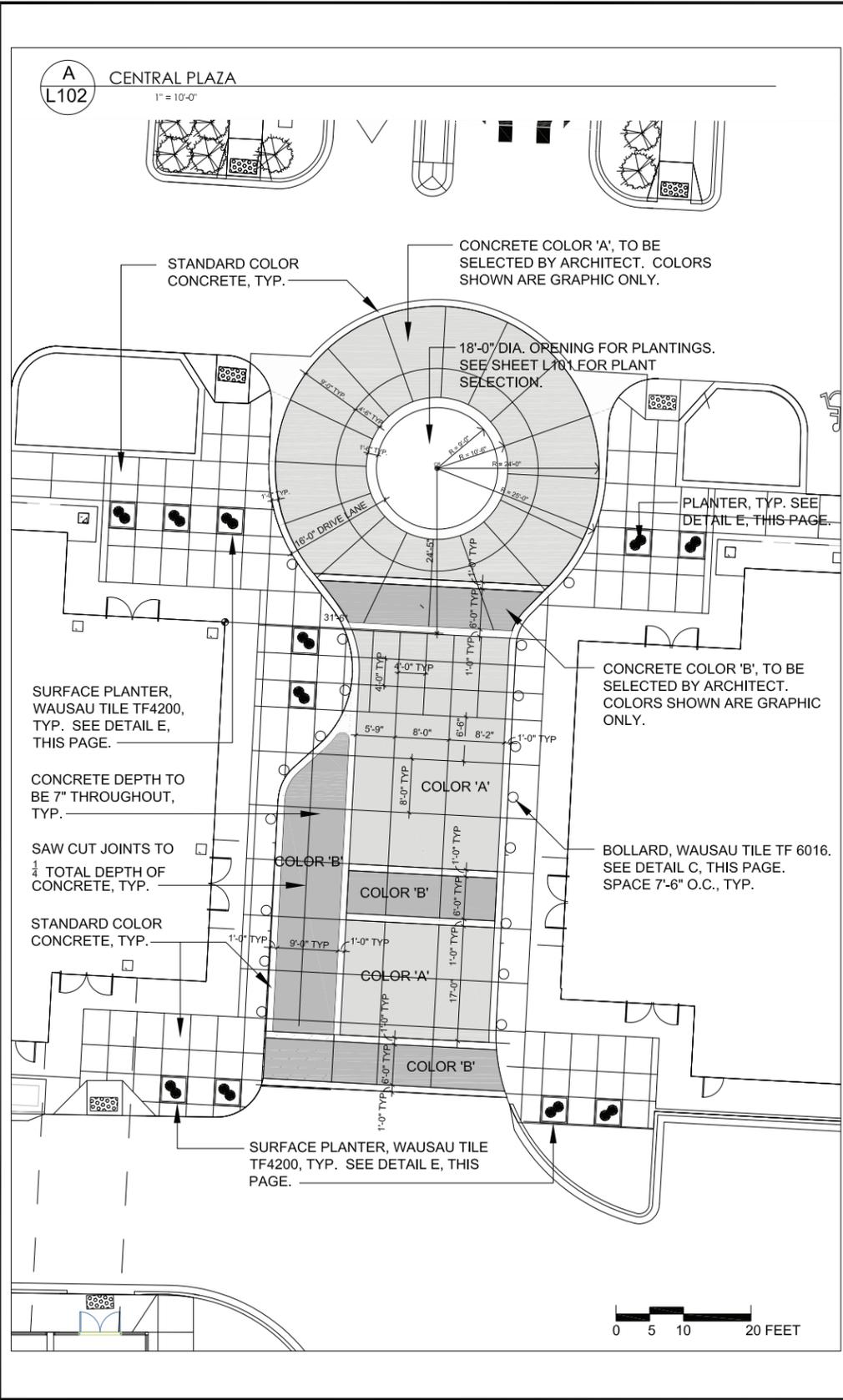
DRAFTER: SBNY

CHECKED: DMAR

PROJECT NO.: 032078040

SHEET: 1 OF 1

DWG. NO.: L101

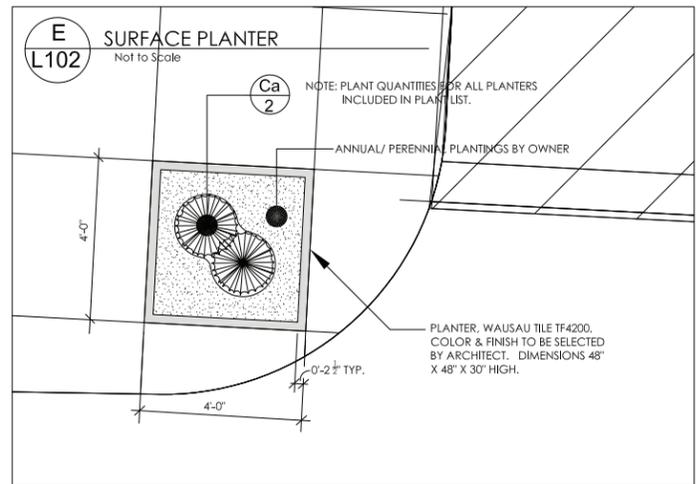
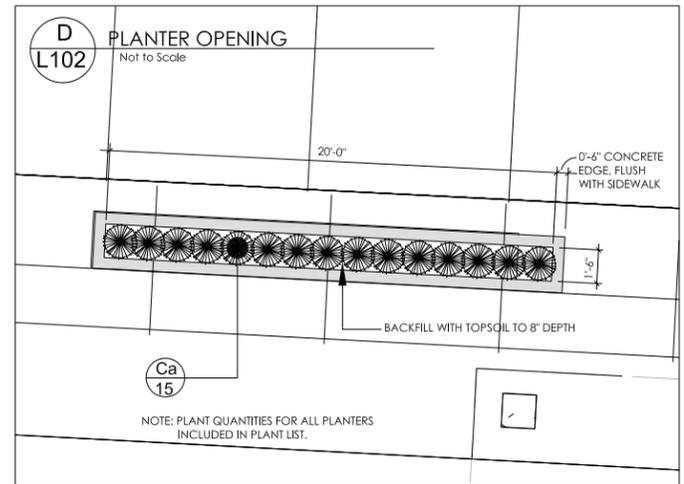
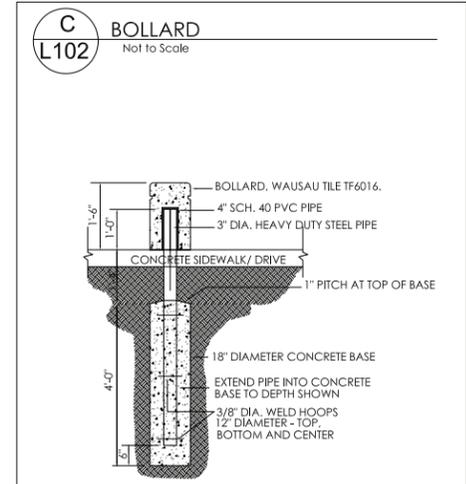


**BIO-INFILTRATION PLANTING LIST AND SUGGESTED SPACING**

Rain Garden Plant Selection List				
key	botanical name	common name	planting size	mature size
<b>Forbs</b>				
	<i>Agastache foeniculum</i>	Lavender Hyssop	2'-4" HI.	24" o.c.
	<i>Aquilegia canadensis</i>	Wild Columbine	2'-3" HI.	18" o.c.
	<i>Asclepias tuberosa</i>	Butterfly Weed	2'-3" HI.	24" o.c.
	<i>Aster drummondii</i>	Drummonds Aster	2'-4" HI.	18" o.c.
	<i>Careopsis lanceolata</i>	Sand Coreopsis	1'-3" HI.	18" o.c.
	<i>Echinacea purpurea</i>	Purple Cone Flower	3'-4" HI.	24" o.c.
	<i>Lobelia cardinalis</i>	Cardinal Flower	3'-5" HI.	24" o.c.
<b>Grasses</b>				
	<i>Elymus villosus</i>	Silky Wild Rye	3'-5" HI.	36" o.c.
	<i>Cinna arundinacea</i>	Wood Reed Grass	3'-5" HI.	36" o.c.
	<i>Calamagrostis canadensis</i>	Blue Joint	3'-6" HI.	36" o.c.
<b>Sedges</b>				
	<i>Carex stipata</i>	Fox Sedge	1'-3" HI.	18" o.c.
	<i>Carex crinita</i>	Hinged Sedge	1'-3" HI.	18" o.c.
	<i>Carex bebbii</i>	Bebb's Sedge	1'-2" HI.	18" o.c.

Spacing	# of Plants	Area Unit
4" O.C.	10.39	1 sq. ft.
6"	4.61	"
8"	2.6	"
9"	2.05	"
10"	1.66	"
12"	1.15	"
15" O.C.	7.38	10 sq. ft.
18"	5.12	"
24"	2.9	"
30"	1.85	"
36"	1.28	"
42"	0.94	"

Formula:  
Total # Plants = (Area Sq. Ft. / Area Unit) / # of Plants



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999 Fournier Drive, Suite 201, Madison, Wisconsin 53717  
Phone: (608) 826-0532 Fax: (608) 826-0530

**Planting Details**  
Construction Documents  
Arbor Gate  
2501 & 2601 West Beltline Highway Madison, Wisconsin

REVISIONS	NO.	DATE	REMARKS

SCALE: AS SHOWN  
DATE: 10-17-07  
DRAFTER: DFM  
CHECKED: XXX  
PROJECT NO.: 032076040  
SHEET: 1 OF 1  
DWG. NO.: L102

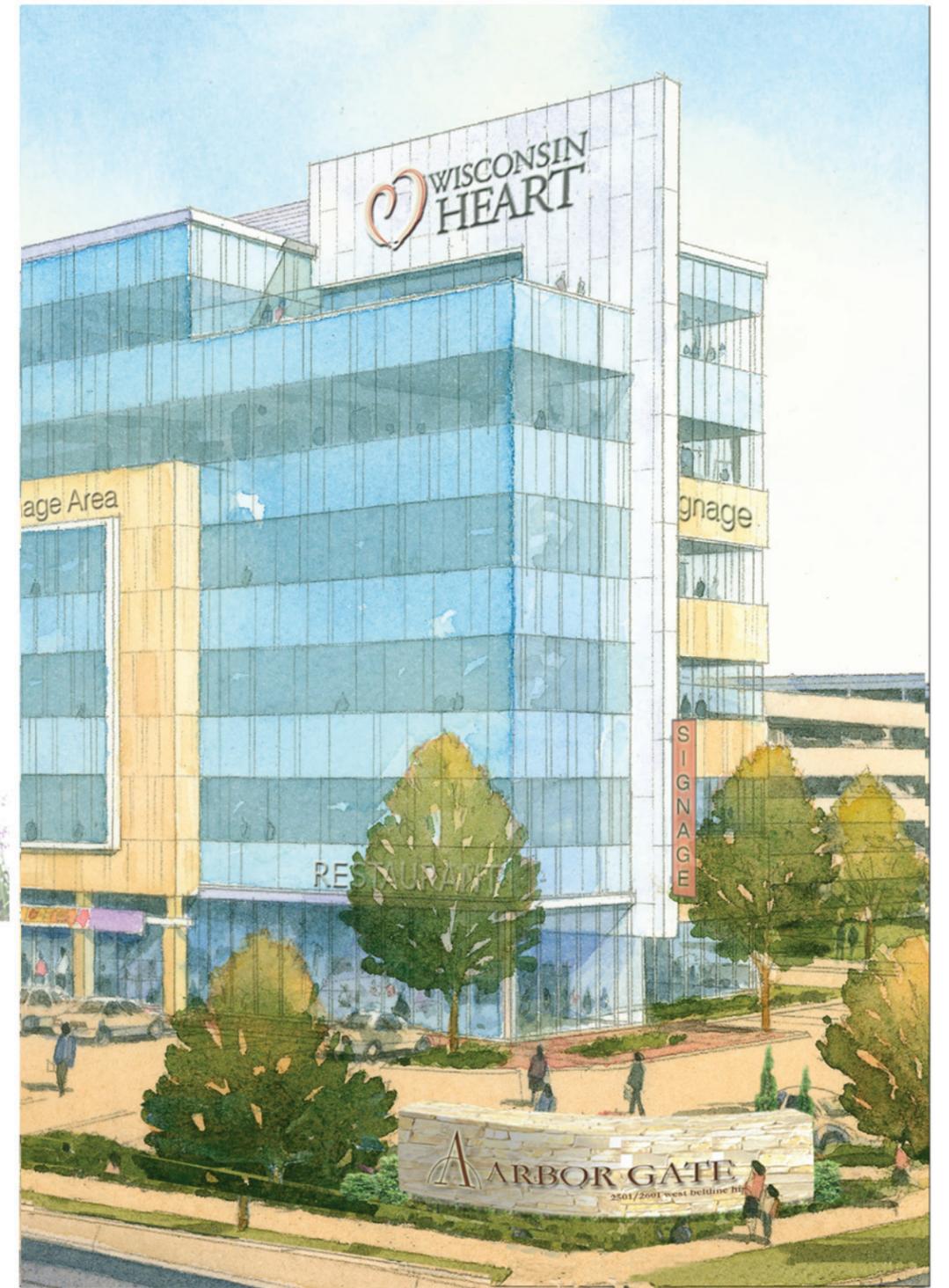
### Ground Sign - Type 1

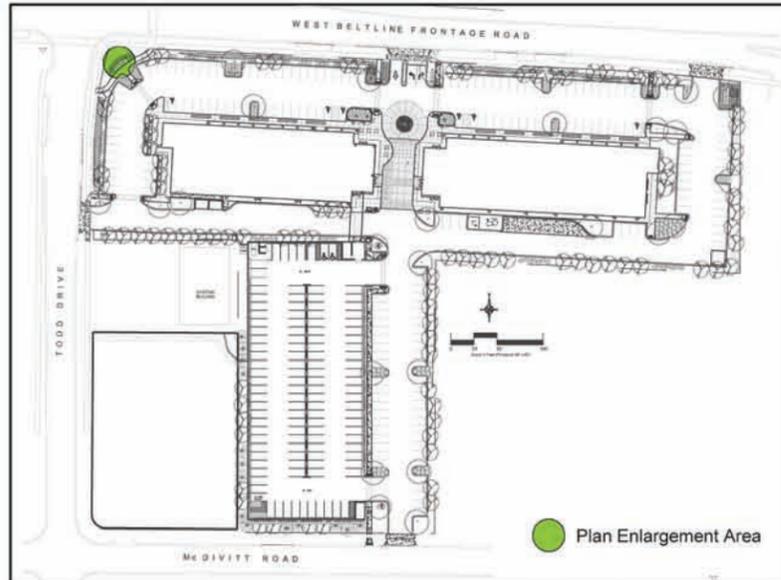
Quantity: 1

Signable Area: 100 sf

Materials:

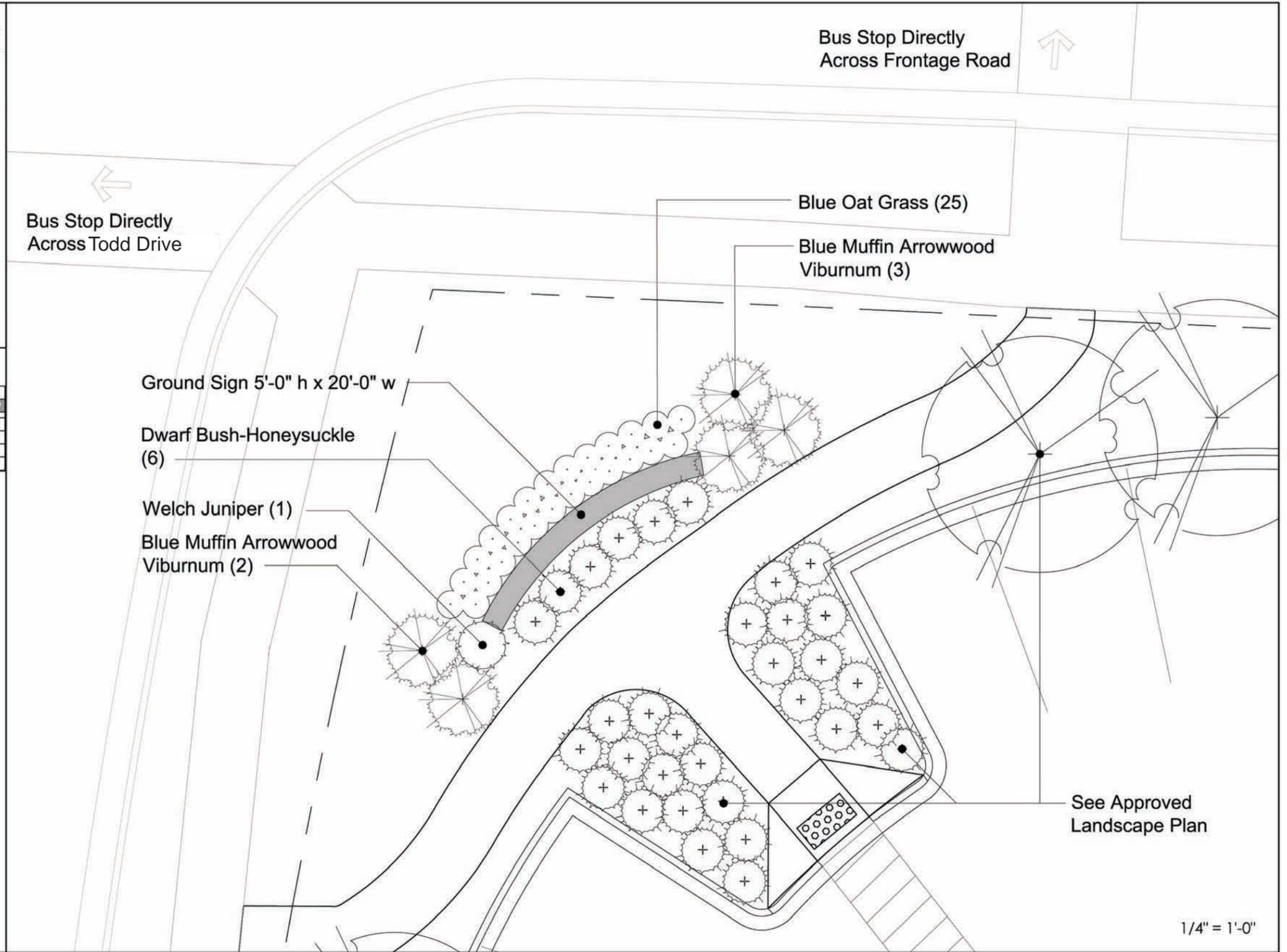
- Rough cut stone base in color similar to the limestone used in the building
- Individually constructed LED-illuminated letters and logo





**Partial Plant List for Detail Area**

botanical name	common name	mature size	quantity
<i>Diervilla lonicera</i>	Dwarf bush-honeysuckle	4' h x 4' w	6
<i>Helictotrichon sempervirens</i>	Blue Oat Grass	2-3' x 18-30"	25
<i>Juniperus scopulorum</i> "Welchi"	Welch Juniper	12-15' x 4-6'	1
<i>Viburnum dentatum</i> "Blue Muffin"	Blue Muffin Arrowwood Viburnum	5' h x 5' w	5



## Ground Sign - Type 2

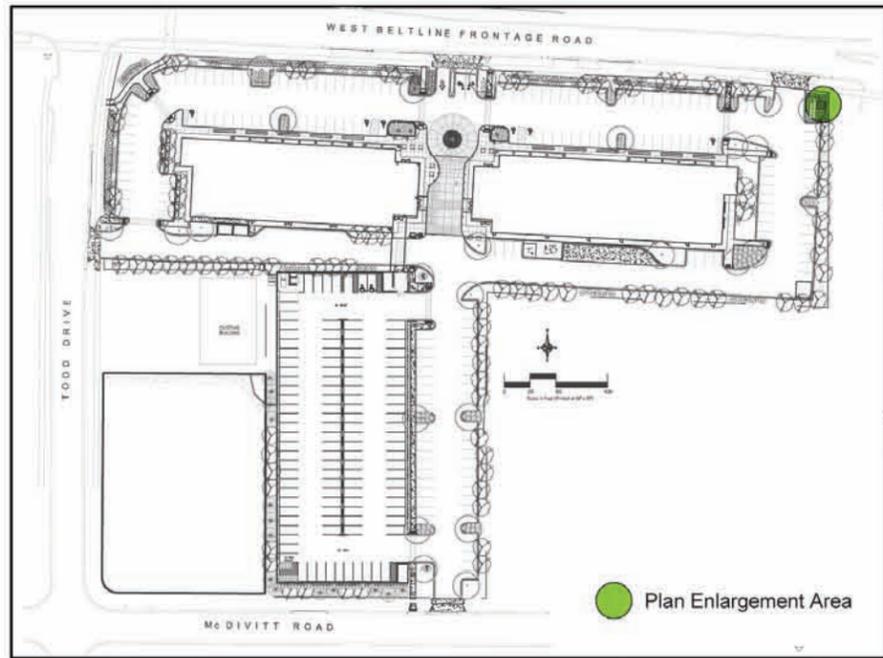
Quantity: 2

Signable Area: 21 sf

Materials:

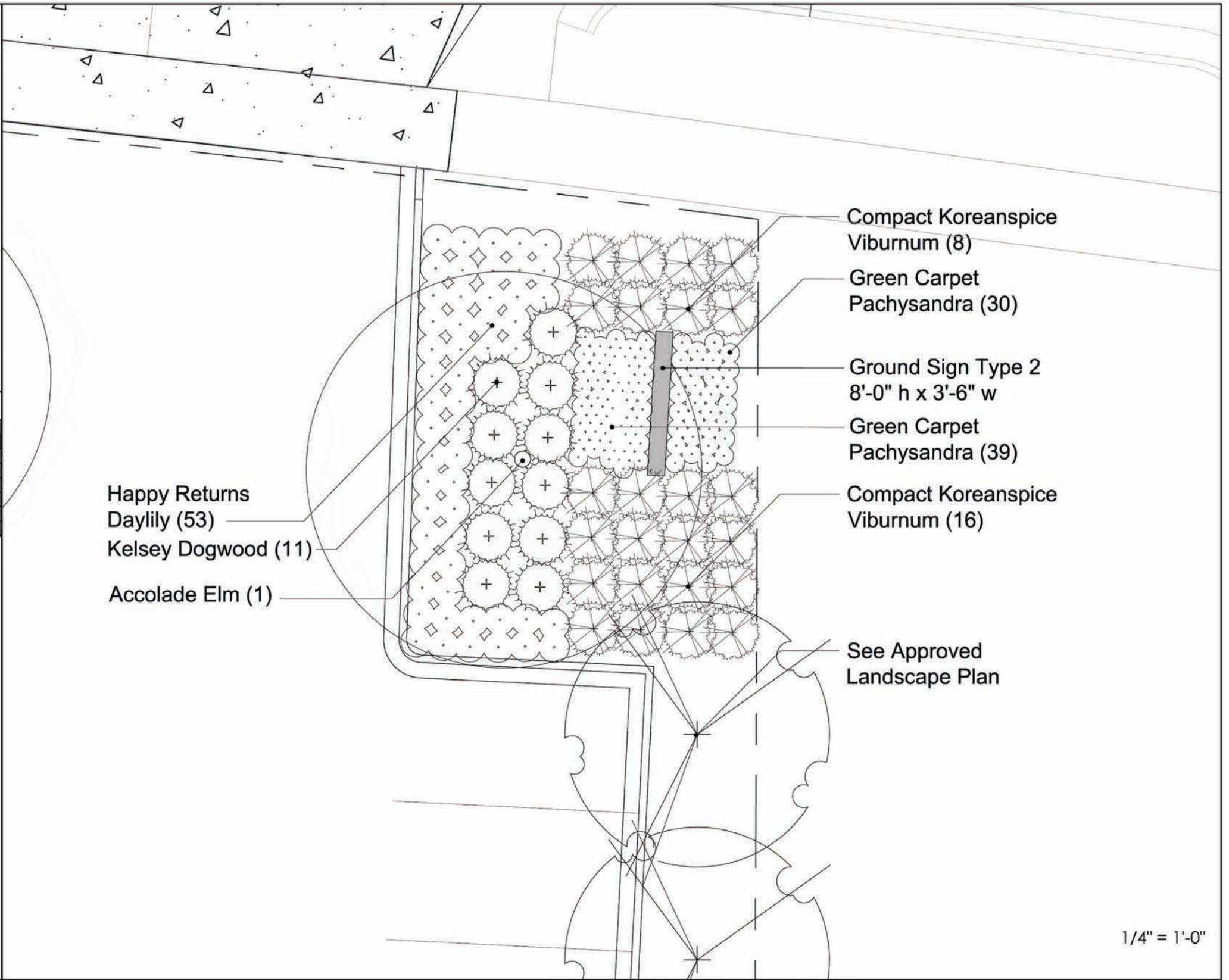
- Rough cut stone base in color similar to the limestone used in the building
- Individually constructed LED-illuminated letters and logo
- Resin impregnated wood veneer panel sign face

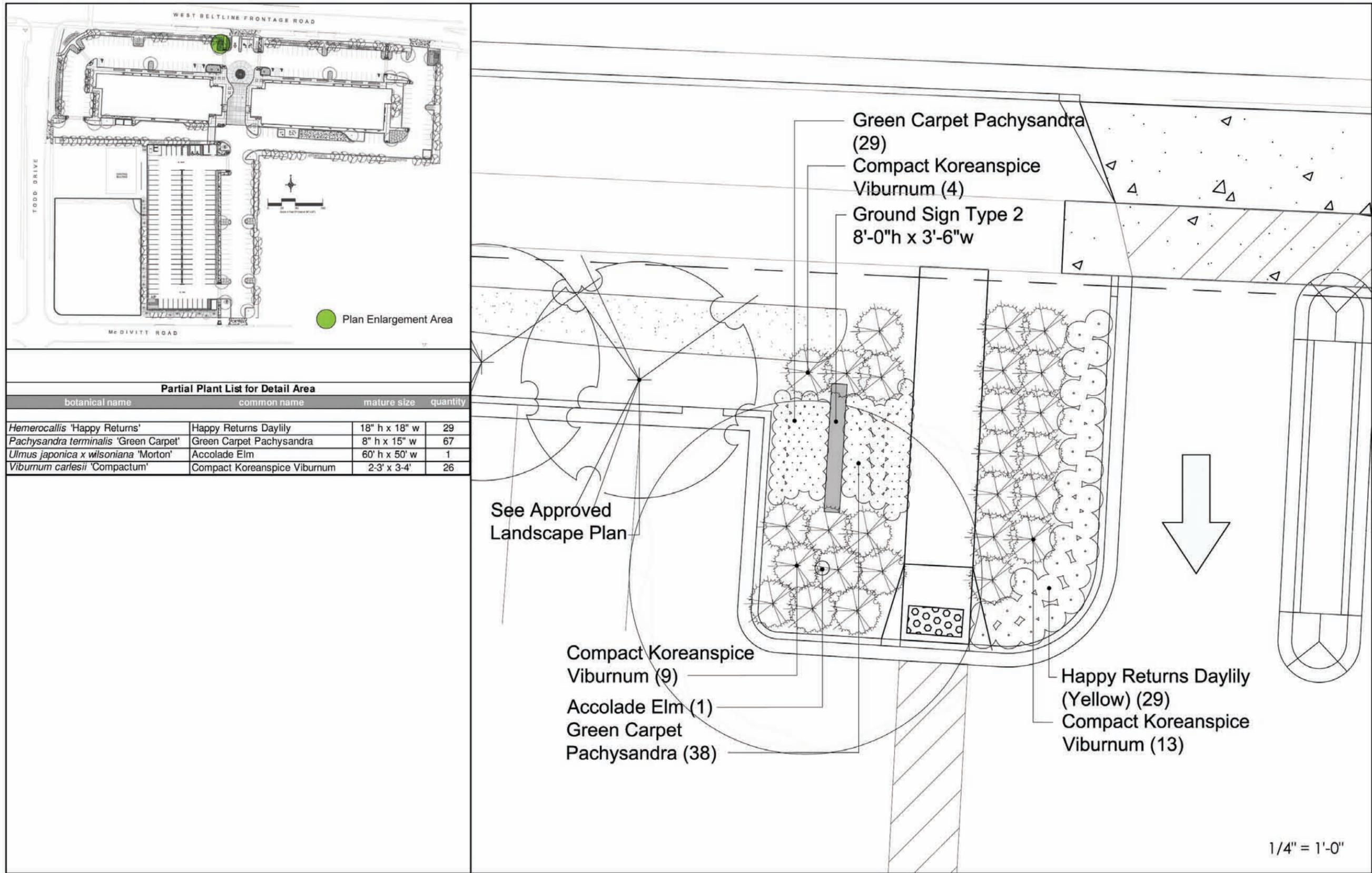




**Partial Plant List for Detail Area**

botanical name	common name	mature size	quantity
<i>Cornus sericea</i> 'Kelseyi'	Kelsey Dogwood	30" h x 3' w	11
<i>Hemerocallis</i> 'Happy Returns'	Happy Returns Daylily	18" h x 18" w	53
<i>Pachysandra terminalis</i> 'Green Carpet'	Green Carpet Pachysandra	8" h x 15" w	69
<i>Ulmus japonica x wilsoniana</i> 'Morton'	Accolade Elm	60' h x 50' w	1
<i>Viburnum carlesii</i> 'Compactum'	Compact Koreanspice Viburnum	2-3' x 3-4'	24





**Partial Plant List for Detail Area**

botanical name	common name	mature size	quantity
<i>Hemerocallis</i> 'Happy Returns'	Happy Returns Daylily	18" h x 18" w	29
<i>Pachysandra terminalis</i> 'Green Carpet'	Green Carpet Pachysandra	8" h x 15" w	67
<i>Ulmus japonica x wilsoniana</i> 'Morton'	Accolade Elm	60' h x 50' w	1
<i>Viburnum carlesii</i> 'Compactum'	Compact Koreanspice Viburnum	2-3' x 3-4'	26

See Approved Landscape Plan

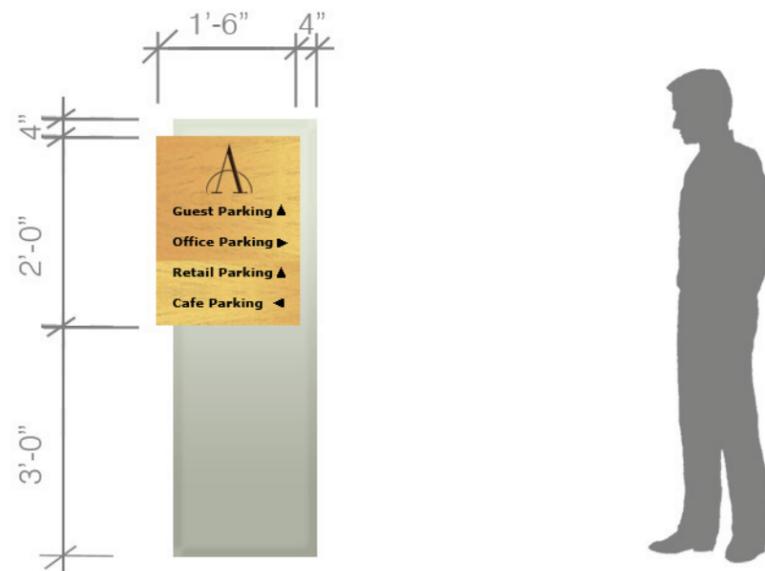
### **Parking Directional Sign**

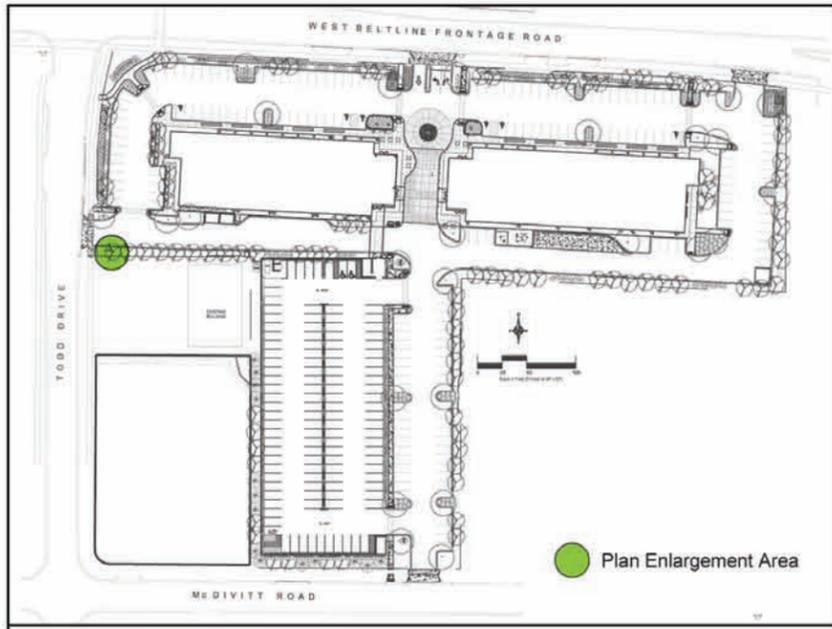
Quantity: 3

Signable Area: 35 sf

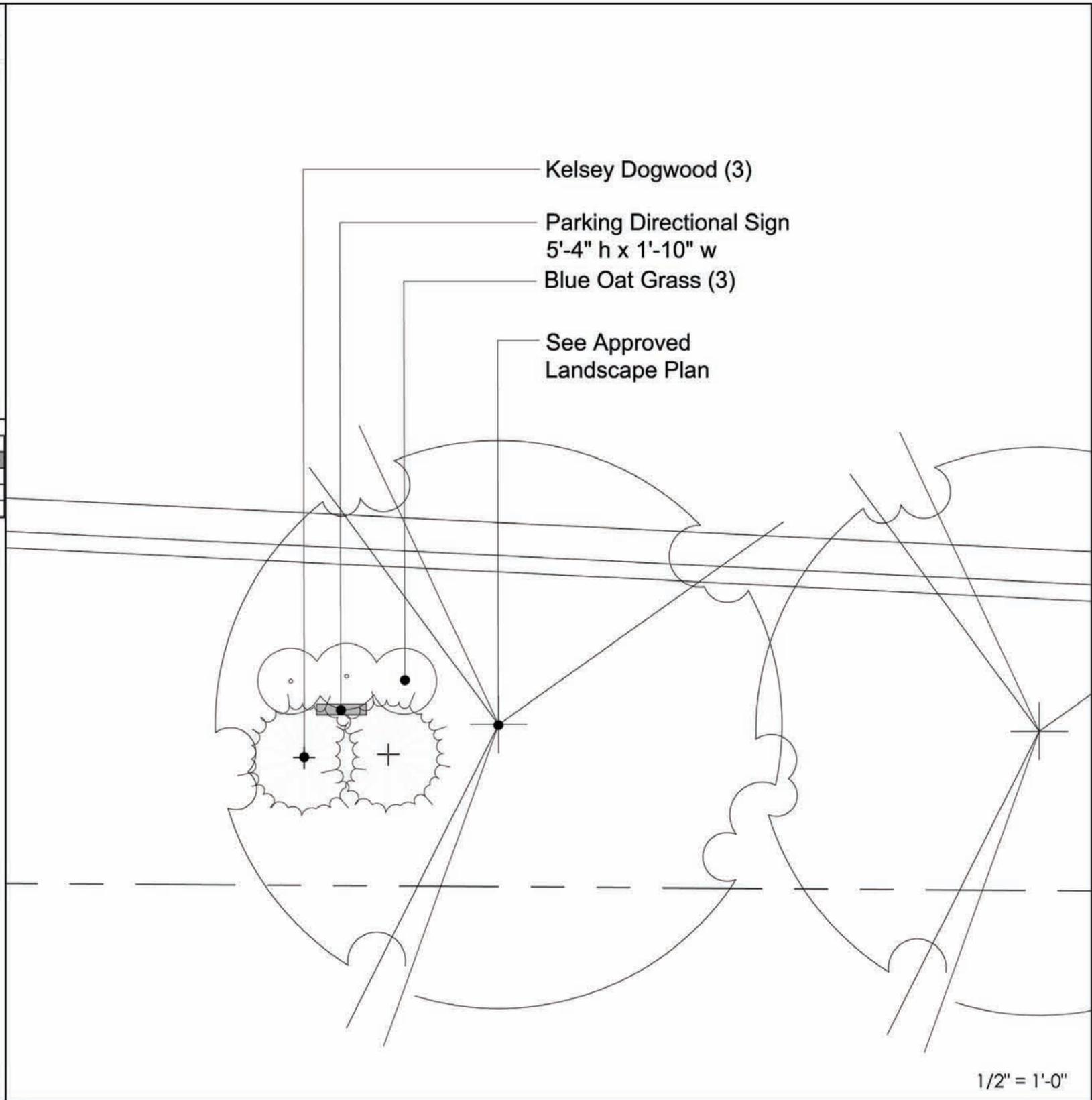
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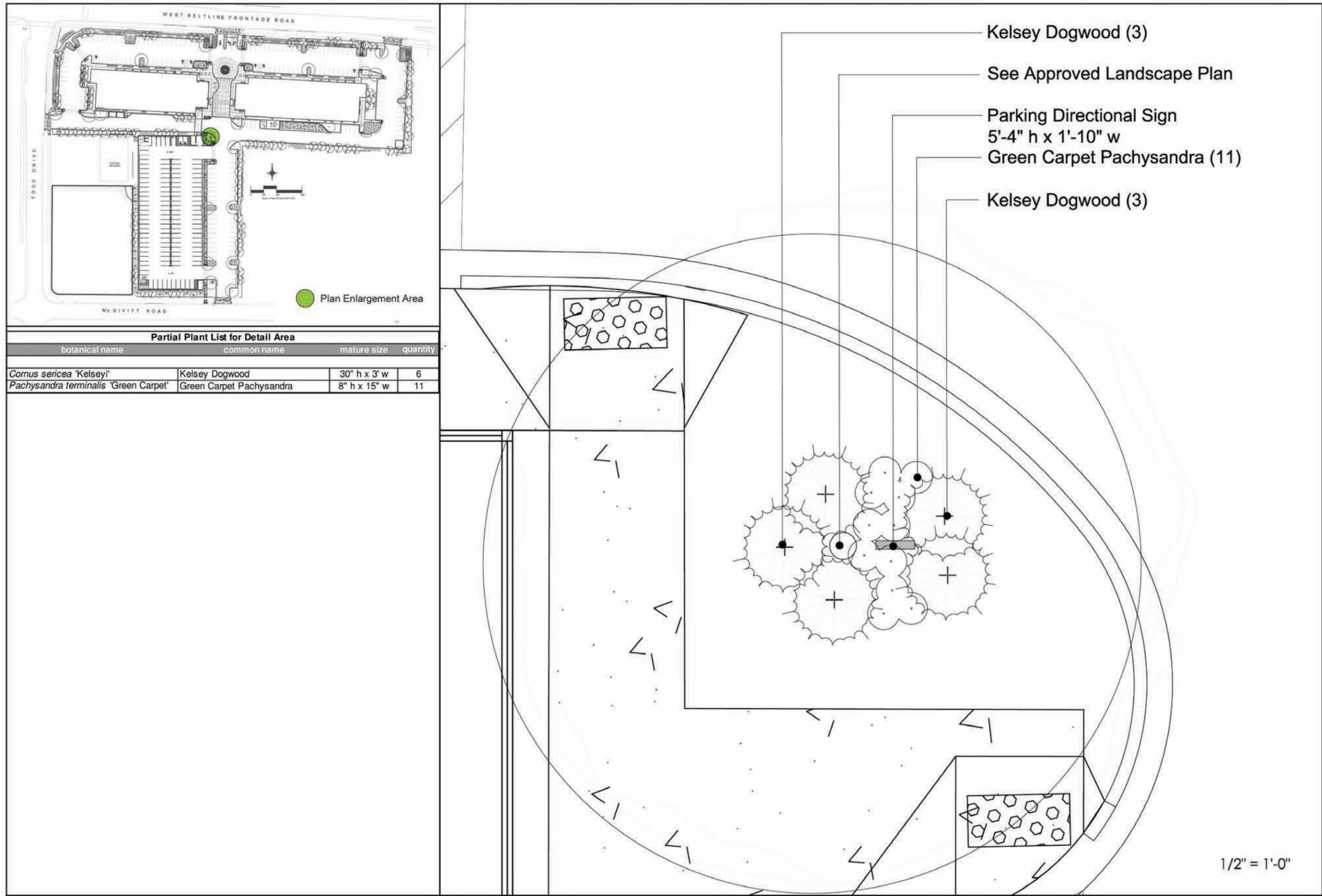
- Resinous wood and metal sign case
- Vinyl or metal lettering and logo

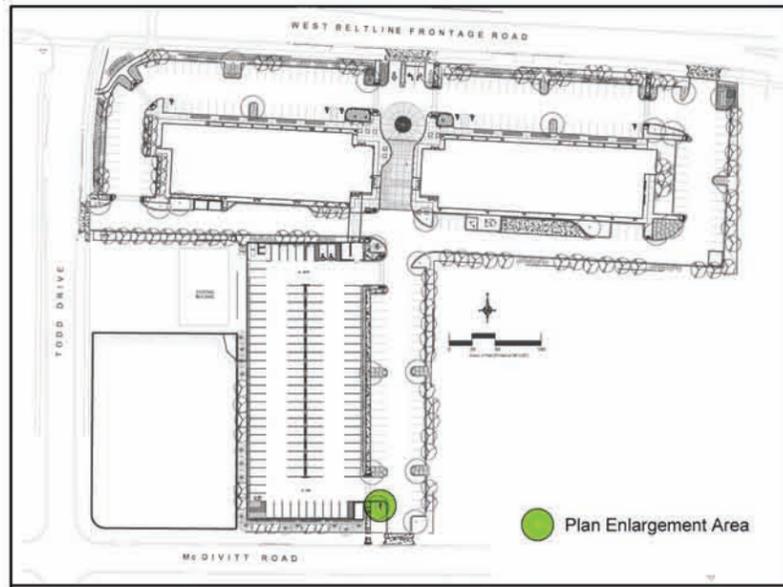




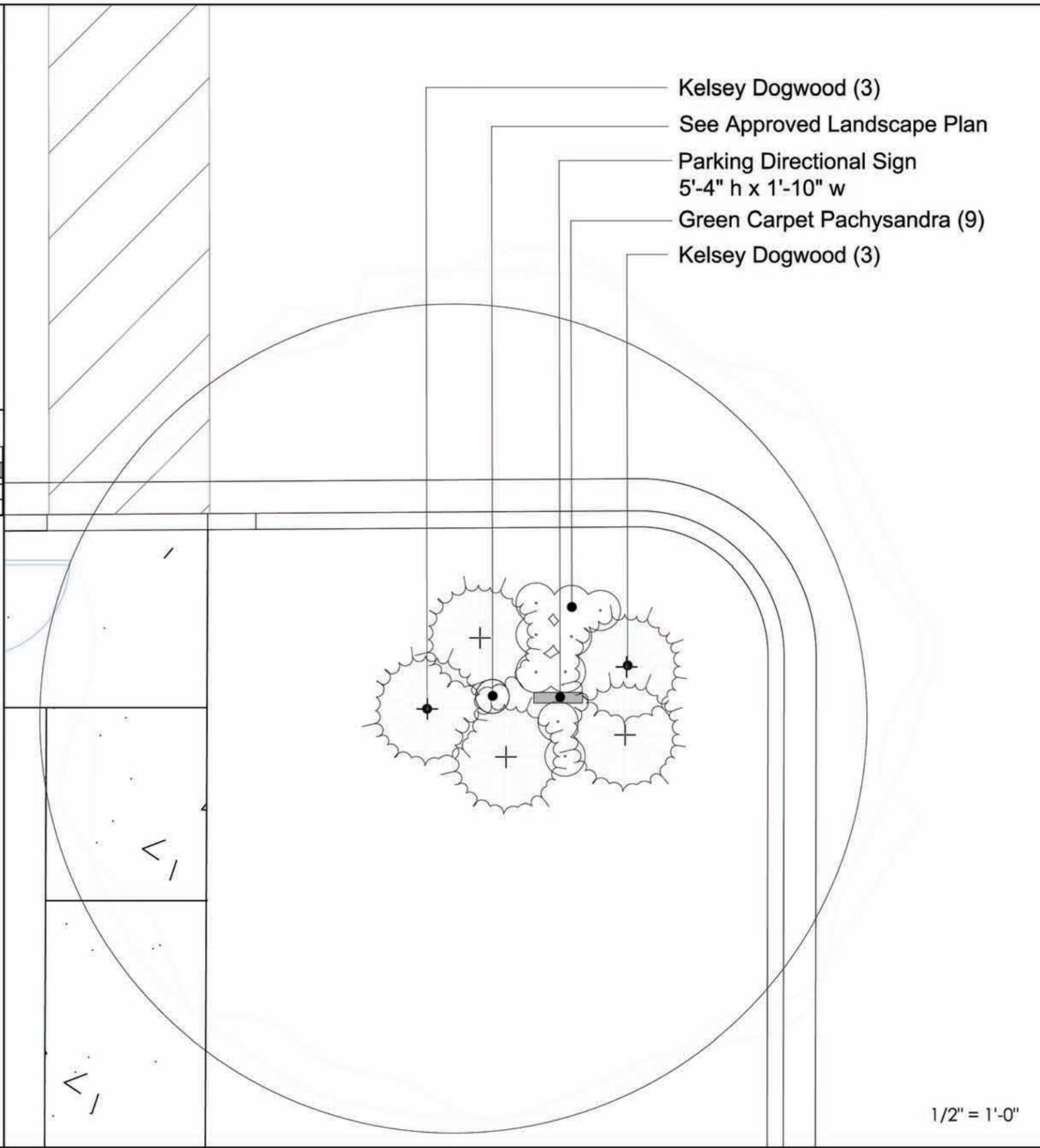
Partial Plant List for Detail Area			
botanical name	common name	mature size	quantity
<i>Cornus sericea</i> 'Kelsey'	Kelsey Dogwood	30" h x 3' w	3
<i>Helictotrichon sempervirens</i>	Blue Oat Grass	2-3' x 18-30"	3







Partial Plant List for Detail Area			
botanical name	common name	mature size	quantity
<i>Cornus sericea</i> 'Kelsey'	Kelsey Dogwood	30" h x 3' w	6
<i>Pachysandra terminalis</i> 'Green Carpet'	Green Carpet Pachysandra	8" h x 15" w	9



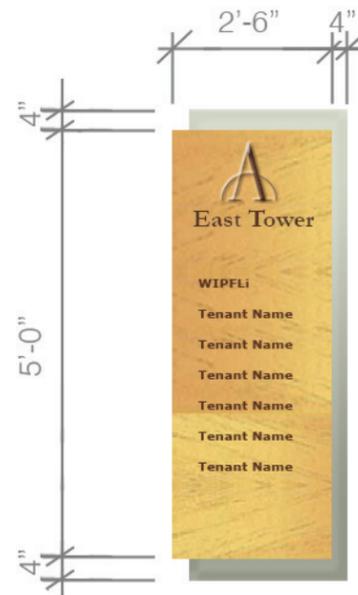
**Multi-Purpose Onsite Directory Sign**

Quantity: 2

Signable Area: 12.5 sf

Materials:

- Resinous wood and metal sign case
- Vinyl or metal lettering and logo



## 5 Building Identification Signs

5"H dimensional metal letters located above lobby doors at each tower. Color shall match window mullions.

- East Tower text shall read: 2501 East
- West Tower text shall read: 2601 West

## 6 Anchor Tenant Signs

- The permitted maximum gross area of the anchor tenant signs is eight feet (8'-0") high by thirty-three feet (33'-0") wide (264 SF - 40% of the possible signable area).
- Signs will be composed of individually-constructed illuminated letters and logo graphics.
- Letter faces must be 3/16" Plexiglas or equivalent material. Letters are to be made of minimum 0.090 aluminum backs and 0.063 aluminum returns with a painted finish to match sign face, trimmed with one (3/4") Jewelite trim cap around the Plexiglas edge. All aluminum surfaces inside the letters shall be painted high gloss white. Illumination will be provided using fluorescent and/or LED lighting.
- Baseline for sign is to be horizontal and in line with the horizontal designated signage area.
- Tenant may use corporate colors but must submit color faces of sign to be approved by landlord to ensure harmonious overall appearance of signage on building facade.

## 7 Secondary Tenant Signs

- The permitted maximum number of secondary tenant signs in the stone signage band on the north and east façade of the East Tower is four.
- The permitted maximum number of secondary tenant signs in the stone signage band on the north and west façade of the West Tower is four.
- The permitted maximum gross area of each secondary tenant sign is two feet six inches (2'-6") high by twenty-six feet (26'-0") wide (65 SF - a maximum of 40% of each signable area of the stone signage band).
- Signs will be composed of individually-constructed illuminated letters.
- Letter faces of all secondary tenant signs will be a uniform 'pewter' color to match building window mullions to ensure harmonious overall appearance of signage on building facade.
- Letters shall be constructed with 3" deep fabricated aluminum faces and sidewalls, painted to match pewter window mullions. Letters shall have clear lexan backs and shall be back lit using white LED. Letters shall project 2 1/2" from face of building.

## 8 See Retail Signage Options

## 9 'Retail Parking Only' Signs

'Retail Parking Only' signs shall be 12"W x 9"H resinous panels with vinyl letters affixed to every other column at 36" above the sidewalk



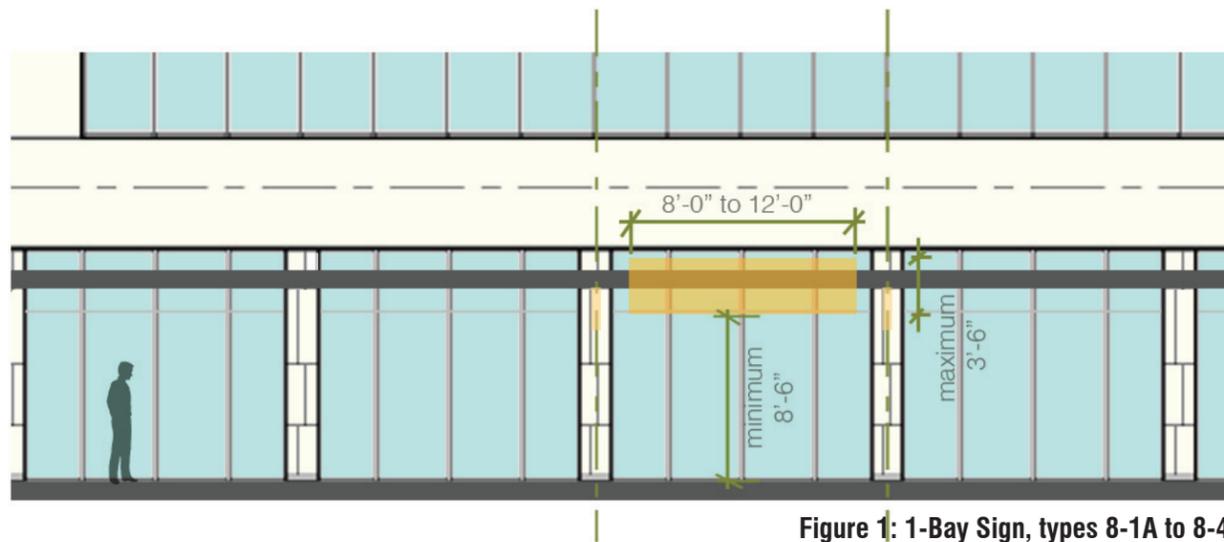


Figure 1: 1-Bay Sign, types 8-1A to 8-4

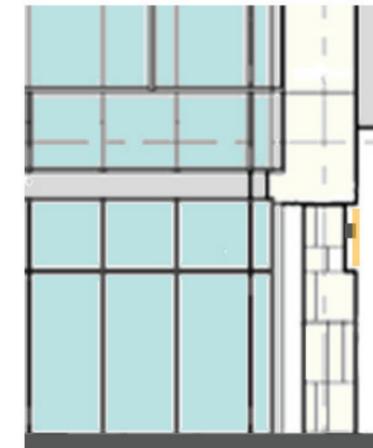


Figure 3: Section of retail signage placement, types 8-1A to 8-3

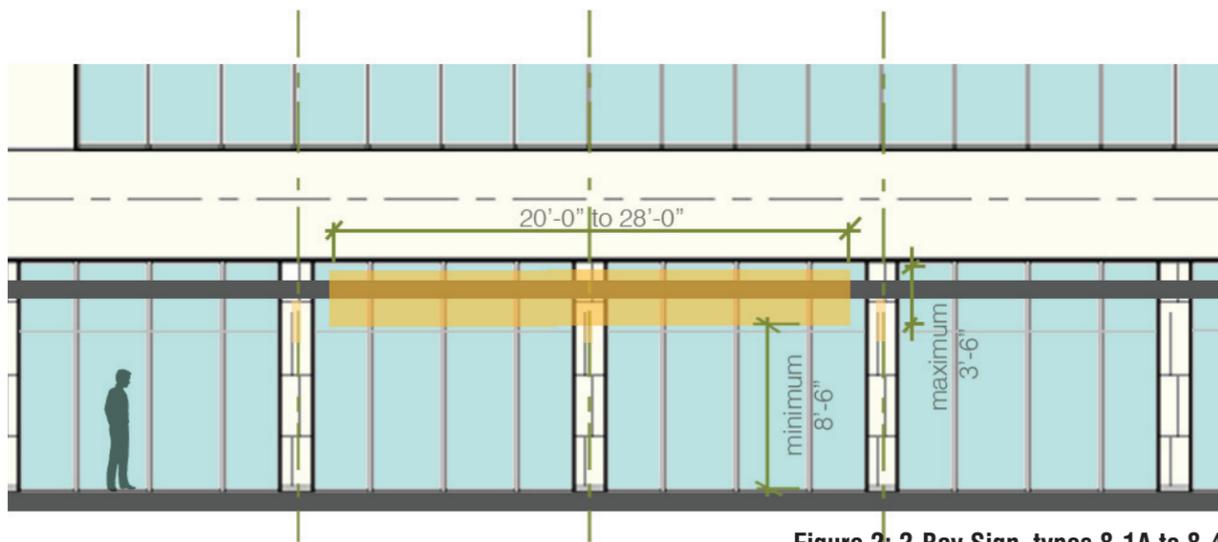


Figure 2: 2-Bay Sign, types 8-1A to 8-4

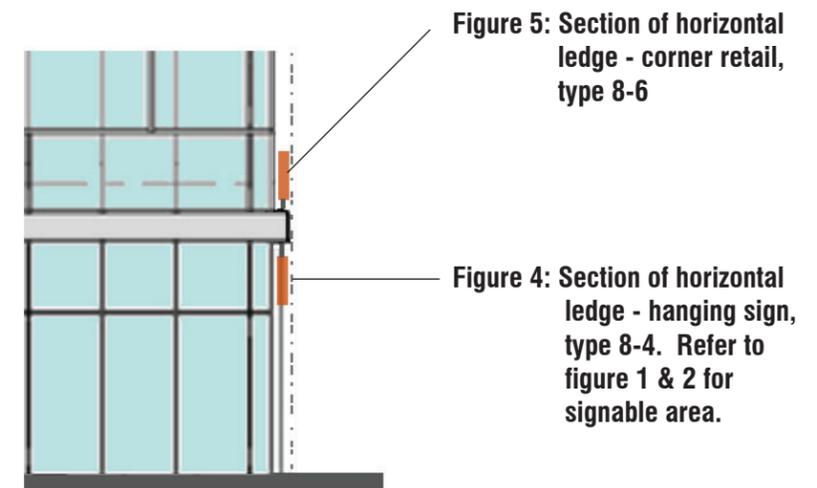


Figure 5: Section of horizontal ledge - corner retail, type 8-6

Figure 4: Section of horizontal ledge - hanging sign, type 8-4. Refer to figure 1 & 2 for signable area.



**Type 8-1A: Individual letters, no logo**

Individual, internally LED-lit letters, no logo: Letters must have metal sides and back with the same finish and must have a minimum depth of 6”.



**Type 8-1B: Individual letters, with individual logo**

Individual, internally LED-lit letters, with individual internally LED-lit logo: Logo must be formed to logo’s specific shape. Letters and logo must have metal sides and back with the same finish and must have a minimum depth of 6”. Letters shall be located above the signage band.



**Type 8-1C: Individual letters, with individual logo**

Individual, internally LED-lit letters, with individual internally LED-lit logo: Logo must be formed to logo’s specific shape. Letters and logo must have metal sides and back with the same finish and must have a minimum depth of 6”.



**Type 8-2A: Box sign, no logo**

Box sign: A single, internally fluorescent or LED-lit, metal box on all sides with die cut letters. Shape of box may be rectangular, but more unique shapes are encouraged. Sign must appear monolithic and have the same finish on the front, sides, and back. Box must have a minimum depth of 6”. Of all allowable options, this style is the least encouraged.



**Type 8-2B: Box sign, with logo**

Box sign: A single, internally fluorescent or LED-lit, metal box on all sides with die cut letters and logo die cut to logo’s specific shape. Shape of box may be rectangular, but more unique shapes are encouraged. Sign must appear monolithic and have the same finish on the front, sides, and back. Box must have a minimum depth of 6”.



**Type 8-2C: Multiple box signs**

Multiple box signs: Two internally fluorescent or LED-lit, metal-clad boxes (all sides). One with die cut letters and second with logo die cut to logo’s specific shape. Shape of boxes may be rectangular, but more unique shapes are encouraged. Sign must appear monolithic and have the same finish on the front, sides, and back. Boxes must have a minimum depth of 6”.



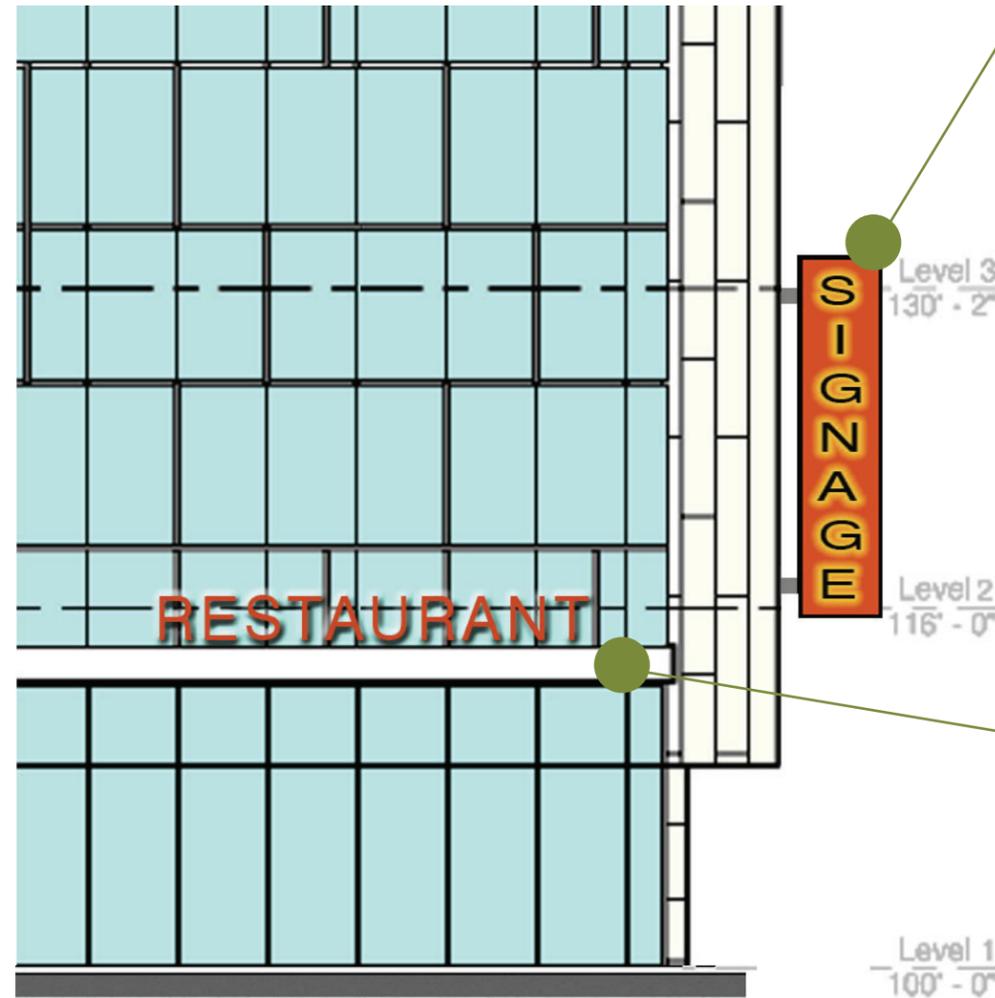
**Type 8-3: Hybrid sign**

Hybrid sign: A single, internally fluorescent or LED-lit, metal box on all sides with die cut letters and logo die cut to logo's specific shape. Additionally, some or all of the letters and/or logo may extend beyond the limits of the box' perimeter. Shape of box may be rectangular, but more unique shapes are encouraged. Box must have a minimum depth of 6" and projecting letters and/or logo must be internally lit and protrude 4" minimum additionally in front of metal box. Box portion of sign must appear monolithic and have the same finish on the front, sides, and back.



**Type 8-4: Hanging sign**

Unique to the East Tower, retail signs for tenant space between the colonnade zones shall follow the guidelines for colonnade zone retail sign types 8-1A through 8-3, as noted above. Additionally, attachment below the horizontal shelf must be metal, shall not move, and must use 100% concealed fasteners.



**Type 8-5: Projecting flag sign**

Approved flag sign concepts are the same as the building signage concepts above with the following additions:

1. Flag sign may be internally fluorescent or LED-lit
2. Flag sign may include tenant's logo only
3. Flag sign must be double sided
4. Side of flag sign must be metal and be finished to match the tenant's building signage or the approved building standard finish
5. Flag sign must be oriented perpendicular to the major façade of the building and must be minimum of 12" in width
6. Attachment to the wing wall must be metal, must use 100% concealed fasteners, and must match the selected finish of the flag sign's side

**Type 8-6: Corner restaurant sign**

Individual, internally LED-lit letters, with individual internally LED-lit logo: Logo must be formed to logo's specific shape. Letters and logo must have metal sides and back with the same finish and must have a minimum depth of 6". Letters shall be located above the horizontal ledge at the outside corner of either tower.



Office: Examples of anchor and secondary tenange signage - secondary tenant signs to be backlit



Retail: Examples of retail signage at signage band



Retail: Examples of retail flag signs

Retail: Example of glass mounted retail signage

Site: Example of ground mounted building directory